

The Role of E-Marketing in Supporting Domestic Desert Tourism in Tamanrasset city

-A Survey Study of a Sample of Local Tourists -

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Abstract:

This study aims to explore the role of e-marketing, particularly through social media platforms and websites, in promoting domestic desert tourism. The research is based on an applied study conducted on a sample of local tourists who visited the Tamanrasset city, utilizing a descriptive-analytical approach.

A structured questionnaire was designed and distributed to a sample of 150 tourists, from which 132 valid responses were collected and analyzed using the Statistical Package for the Social Sciences (SPSS). The study yielded several key findings.

Keywords: E-marketing; domestic tourism; desert tourism; Digital Promotion.

JEL Classification Codes: M31, L83, Z32, O33

ملخص:

تهدف هذه الدراسة إلى معرفة دور التسويق الإلكتروني المتمثلاً في مواقع التواصل الاجتماعي والمواقع الإلكترونية في دعم السياحة الداخلية الصحراوية.

وذلك من خلال دراسة التطبيقية عن طريق دراسة عينة من السياح المحليين الذين زاروا مدينة تمنراست،

حيث تم إتباع المنهج الوصفي التحليلي في الدراسة التطبيقية.

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تم تصميم وتوزيع استبانته موجهة إلى عينة من السياح متكونة من 150 مفردة وتم استرجاع 132 استبانته قابلة للقياس باستخدام الحزمة الإحصائية للعلوم الاجتماعية ، SPSS ، وتم التوصل إلى مجموعة من النتائج.

الكلمات المفتاحية : التسويق الالكتروني، السياحة الداخلية، السياحة الصحراوية، الترويج الرقمي.

تصنيفات JEL : M31 ، L83 ، Z32، O33

1- Introduction

The tourism sector is one of the most vital economic industries worldwide, as it contributes to economic diversification, value creation, employment generation, and foreign currency inflows. Algeria, like many other countries, seeks to develop this sector due to its significant economic potential.

With rapid advancements in digital technology and the widespread use of the internet, coupled with increasing competition in the tourism industry, hospitality businesses and travel agencies must adopt digital marketing strategies. These strategies help promote tourist destinations, showcase services and tour packages, and expand market reach. Consequently, tourists can conveniently compare and select destinations at the best prices without the hassle of in-person visits.

Algeria's desert regions offer exceptional tourism potential from environmental, historical, cultural, and social perspectives, making them highly attractive travel destinations. To effectively promote these regions and stimulate desert tourism, leveraging e-marketing strategies is essential for attracting and engaging tourists.

Based on this background, the research problem can be formulated as follows:

Research Problem:

1. What is the role of e-marketing in supporting domestic desert tourism in Tamanrasset city ?

Research Hypotheses:

H1. E-marketing practices influence tourists' choice of destinations

H2. E-marketing plays a significant role in supporting domestic desert tourism in Tamanrasset city.

Research Objectives:

- To examine the role of e-marketing in promoting domestic desert tourism in Tamanrasset city.
- To assess the current state of tourism in Algeria's desert regions.

Significance of the Study:

The importance of this study lies in:

- ✓ Highlighting key concepts related to e-tourism marketing and desert tourism.
- ✓ Evaluating the extent to which customers engage with e-tourism marketing

Analyzing the role of e-marketing in supporting domestic desert tourism in Tamanrasset city .

Study Themes:

- ✓ E-tourism.
- ✓ E-marketing strategies.
- ✓ Social media platforms in tourism.
- ✓ E-tourism marketing techniques.

Previous Studies

Several studies have addressed the role of digital marketing in promoting tourism, particularly domestic and desert tourism. The following are some of the most relevant contributions:

Alit 2024 „investigated the importance of digital marketing in developing the tourism and travel sector in Algeria. The study emphasized that digital marketing contributes to improving the image of tourist destinations and facilitates communication between tourism service providers and customers. It also pointed out the growing importance of social media and online advertising in influencing tourists' decisions. However, the study noted several challenges, including the limited digital infrastructure and the insufficient adoption of modern technologies in the Algerian tourism sector.

Bedjadj 2024., explored the role of social media in promoting tourism in the Hoggar region of Algeria. Using an analytical approach, the study concluded that digital content creation and online engagement positively affect the attractiveness of desert destinations. The results also indicated that social media platforms serve as powerful tools for showcasing the natural and cultural heritage of the region. This study is particularly relevant as it highlights the importance of e-marketing in promoting desert tourism in southern Algeria.

Azizi et al 2025., examined the role of digital marketing techniques in developing domestic tourism through a descriptive-analytical approach. The study found that digital marketing tools, including websites and online platforms, significantly enhance tourists' access to information and improve their overall travel experience. The results also highlighted that the integration between traditional and digital marketing strategies contributes to increasing the effectiveness of tourism promotion. This study confirms that e-marketing plays a vital role in stimulating domestic tourism demand.

Zadi 2026 „focused on the role of social media, particularly Face book, as a tool for tourism promotion. The study revealed that social networking platforms play a crucial role in attracting tourists by providing visual and interactive content such as photos and videos. Additionally, user-generated content was found to significantly influence tourists' perceptions and travel intentions. The findings suggest that effective management of social media platforms is essential for enhancing destination visibility and competitiveness.

2- Theoretical Framework:

2-1. Key Terms of the Study

2-1-1. E-Marketing

E-marketing refers to the process of adding value to products, expanding electronic distribution channels, strengthening sales, and enhancing post-sale services through direct interaction with customers to better understand and fulfil their needs (Abdul-Hussein, 2010, p. 63)

It also involves the effective utilization and development of digital marketing resources within a clear, efficient, and strategic digital vision. These resources include individuals, relationships, databases, regulations, and knowledge, among other elements, alongside internet-based tools that support the modern marketing concept and provide a competitive edge in the digital business market.

Thus, online businesses can disseminate information about their products and services more freely and efficiently compared to traditional marketing methods (AnharKhair Al-Din Mohammed; Saif Al-Ashqar, 2018, p. 261)

E-marketing relies on modern technological advancements, and its significance has grown with the increasing number of internet users and their engagement with innovative digital methods (Washah Al-Washah, 2021, p. 577).

This has made it an essential tool for fostering interaction between businesses and consumers in the virtual environment (Qamihah, 2009-2010, p. 152) to achieve mutual benefits. The virtual marketing environment is primarily based on internet technologies and extends beyond merely selling products to customers. It also focuses on managing relationships between organizations, consumers, and both internal and external business environments (Al-Zaa'ir Rakez Ali Mahmoud, Ghassan Al-Talib, 2019, p. 57)

2-1-2. Tourism Marketing

Tourism marketing is a specialized field of marketing concerned with fulfilling the unlimited needs of tourists, starting from providing tourism products and setting their prices to informing tourists about available options and finally delivering these products and services to them (Shaabaniya Souad, Ben Jaloul Khaled, 2017, p. 4)

As a strategic function, tourism marketing involves studying and identifying the needs of tourists or the target market, designing and

delivering tourism goods and services that best fulfil these needs, and outperforming competitors while operating within the available resources(Washah Al-Washah, 2021, p. 578)

Tourism enterprises strive to market and promote tourism products and destinations by meeting customer desires and addressing their needs. Each tourism organization seeks to attract and retain both existing and potential customers by adopting tailored marketing strategies suited to different market demands, levels of competition, and varying tourism packages in terms of pricing, services, and destinations(Bala , 2022-2023, p. 54)

One of the key aspects of tourism marketing is identifying tourist segments, their preferences, and travel behaviours, then creating a clear and detailed perception of the destination or experience being marketed. This should be accompanied by the coordination of activities that satisfy tourist needs and expectations, transforming their interest into actual travel decisions by ensuring the availability and promotion of the desired tourism product(Boukhabza, 2014, p. 286)

The primary goal of tourism marketing is to strengthen the competitive position of a tourism destination, establish a strong tourism image in source markets, and sustain ongoing tourist demand. This is achieved by identifying consumer (tourist) preferences and diversifying and improving tourism services accordingly(Mohsen, 2017, p. 74)

Tourism marketing is a process that includes three core functions:

- **Development** – Based on strategic planning.
- **Marketing Policy Formulation** – Involves coordinated efforts among multiple tourism-related institutions such as transport companies, hotels, financial institutions, and government tourism bodies.
- **Control & Communication** – Managed by the host country offering the tourism product, ensuring all necessary conditions for successful engagement with tourists to stimulate demand, satisfy their expectations, and encourage them to adopt the promoted tourism offerings for an optimal experience(Boukhabza, 2014, p. 286)

2-1-3. E-Tourism Marketing

E-tourism marketing is a broad term referring to the use of computers and communication technologies to market tourism services. It is defined as the application of information technology to effectively connect sellers (the tourism sector) with buyers (tourists). E-tourism marketing

utilizes various technologies such as electronic data exchange, email communication, and electronic funds transfer(Shaabaniya Souad, Ben Jaloul Khaled, 2017, p. 4)

It is often associated with the concept of e-commerce, which encompasses services enabled by information and communication technologies to facilitate and promote tourism services, based on the principles and foundations of e-commerce(Washah Al-Washah, 2021, p. 578).

E-tourism marketing offers significant benefits for both tourists and tourism agencies(Hadia Ibrahim, Boubaker Ben Al-Ayeb, 2019, p. 4), including:

✓**Providing comprehensive information** crucial to the hospitality industry. Tourism services are highly diverse and largely depend on tourists' trust in the quality of information, which can only be fully assessed through personal experience(Washah Al-Washah, 2021, p. 578)

✓**Reducing tourism costs**(Hadia Ibrahim, Boubaker Ben Al-Ayeb, 2019, p. 4) , particularly service costs, which enhances the competitiveness of tourism products. The adoption of e-tourism marketing typically leads to a reduction in overall costs(Washah Al-Washah, 2021, p. 578).

✓**Allowing tourists to share their travel experiences** with others through available digital platforms, fostering user-generated content and peer recommendations(Hadia Ibrahim, Boubaker Ben Al-Ayeb, 2019, p. 4)

✓**Minimizing the costs of tourism service production** by facilitating and expanding communication between digital intermediaries and tourism service(Washah Al-Washah, 2021, p. 578)providers. This enables continuous interaction between the tourist and the tourism enterprise even after purchasing a tourism product or service(Hadia Ibrahim, Boubaker Ben Al-Ayeb, 2019, p. 4)

✓**Lowering distribution costs of tourism services** that rely on e-marketing, as digital platforms streamline transaction processes with target audiences in tourism markets(Washah Al-Washah, 2021, p. 578)

2-1-4. Domestic Desert Tourism

The Algerian legislator defines domestic desert tourism as a form of tourism that takes place within a desert environment, utilizing various natural, historical, and cultural assets while incorporating activities

related to entertainment, recreation, and exploration(Officia lGazette , 2003, p. 5)

It is a tourism model that capitalizes on desert landscapes and their rich historical and natural heritage to develop tourism programs that cater to the needs and preferences of visitors seeking desert destinations(Bala , 2022-2023, p. 10)

As a subset of ecotourism, desert tourism is centered around the desert's unique natural features, including vast sand dunes, barren mountains, dry valleys, and lush oases. It also encompasses human elements, such as the traditional lifestyle and cultural practices of desert communities, which are deeply integrated with the harsh yet fascinating desert environment. This fusion of natural and human elements creates a distinctive way of life, vastly different from urban and rural living(Bala , 2022-2023, p. 34)

Desert tourism includes various activities such as visiting oases, historical sites(Boukhabza, 2014, p. 291) , archaeological landmarks, and cultural attractions. Given its rich offerings, the Algerian government has prioritized desert tourism as a key sector for attracting both domestic and international tourists. The Ministry of Tourism, along with affiliated institutions and tourism agencies, actively promotes this unique tourism experience, positioning it as a flagship attraction for Algeria's tourism industry(Bala , 2022-2023, p. 101)

2-2. Elements of the E-Tourism Marketing Mix

The elements of the marketing mix play a crucial role in the success of tourism marketing. These elements include the e-tourism product, e-tourism pricing, e-tourism promotion, and e-tourism distribution.

2-2-1. The E-Tourism Product

The e-tourism product refers to a tourism service or experience that can be exchanged in an automated or semi-automated manner, meaning that most processes involved in its delivery are conducted electronically. This includes product planning, pricing, promotion, and sales activities, such as prospecting potential customers, communicating with them, presenting the product, processing payments, and delivering the service(Akef Youssef Zeidat et al , 2014, p. 64)

2-2-2. E-Tourism Pricing

E-tourism pricing is the second element of the e-tourism marketing mix and is defined as follows:

"Internet pricing strategy refers to the approach used to set prices for an organization's products through the internet."(Mohammed Farid Al-Sahn, Tarek Toh Ahmed, 2007, p. 32)

Thus, e-tourism pricing refers to the strategy of setting prices for tourism products and services offered by a tourism enterprise via online platforms.

2-2-3. E-Tourism Promotion

E-tourism promotion is defined as:

"A set of diverse methods used by organizations to communicate with their current and potential customers. E-tourism promotion involves the use of modern technologies, primarily the internet, by tourism establishments to engage with their clientele."(Mohammed Farid Al-Sahn, Tarek Toh Ahmed, 2007, p. 35)

2-2-4. E-Tourism Distribution

E-tourism distribution refers to the platforms and channels through which tourism services are made available to customers. Many tourism website owners enhance the services they offer by optimizing their online presence. To ensure the success of e-tourism distribution, potential tourists must be directed to an appealing and well-structured digital platform through electronic media, facilitating an easy and seamless purchasing process(Aissani Amer, Bouraoui Issa, 2007, p. 16)

2-3. New elements of the electronic tourism marketing mix

2-3-1. People:

Employees who are involved in service production. Many services will always require direct interaction between customers and contact personnel, the nature of these interactions strongly influences how customers perceive service quality. (Lovelock & Wirtz-2007-P25-629)

2-3-2. Physical Evidence:

The appearance of buildings, landscaping, vehicles, interior furnishing, equipment, staff members, uniforms, signs, printed materials,

and other visible cues all provide tangible evidence of a firm's service quality. Service firms need to manage physical evidence carefully, because it can have a profound impact on customer's impressions. (Lovelock & Wirtz-2007-P25)

2-3-3. Process:

The process of performing the service is similar to the process of production of goods. However in service business the process is in operation at the time of its consumption by the customer thereby making him an essential part of the production process. The effective management of the service processes increases the satisfaction level of customers and leads to repeat purchases and favorable words of mouth.(Bisht, others-2010- P35)

3- Requirements for the Success of E-Tourism Marketing

To ensure the success of e-tourism marketing, the following requirements must be met:

3-1. Institutional Support and Cooperation

This aspect highlights the importance of collaboration between government institutions, the private sector, and civil society in promoting the advantages of adopting modern information and communication technologies in tourism marketing. Governments, represented by ministries of tourism and relevant agencies, can provide financial support to various tourism enterprises and intermediaries to facilitate the integration of internet-based applications into their operations.

3-2. A Defined Legal Framework at the International and Local Levels

E-tourism is an integral part of international trade and operates within the framework of the General Agreement on Trade in Services (GATS) under the World Trade Organization (WTO). As a result, many Arab countries have included tourism services in their commitments under this agreement to progressively liberalize the tourism sector. This aims to achieve development objectives and attract foreign investment(Courte, 2009, pp. 305-306)

3-3. Advancements in Information Technology Infrastructure

This includes:

- **Developing modern communication and information infrastructure** to expand internet accessibility for tourism services in both the destination country and target markets.
- **Encouraging the emergence of electronic intermediaries** in the tourism sector by establishing a network of digital platforms for all tourism-related businesses, including hotels, airlines, travel agencies, and tour guides. This initiative should complement traditional tourism intermediaries rather than replace them.
- **Creating new tourism organizations and institutions** that operate primarily through online platforms. These platforms must be developed according to international standards to ensure competitiveness with similar tourism websites worldwide.

3-4. A Minimum Level of E-Commerce Adoption in Tourism Transactions

This entails the integration of internet-based applications and other modern technological tools in tourism-related services, such as airline ticketing, hotel reservations, transportation services, car rentals, and tourist dining experiences. It also involves the use of automated reservation systems that enable tourists to book and purchase airline tickets and hotel rooms online, as well as access internet services during flights and hotel stays.

3-5. Human Resource Development

A crucial factor in e-tourism success is the availability of trained and skilled professionals capable of keeping pace with current and future developments in the tourism sector. This can only be achieved through a clear strategy for human resource development in e-tourism, ensuring that young professionals receive proper training and qualification to enhance the sector's growth.

The human element is the foundation of tourism development, playing a pivotal role in the advancement and sustainability of the industry. Therefore, it is essential to align available human and material resources to achieve this objective. Investing in human capital is inseparable from overall sectoral development, as there can be no sustainable tourism growth without a skilled workforce. Keeping up with rapid

advancements in tourism knowledge and technology is a key factor in the success of tourism development. Today, only those who keep pace with scientific and technological progress will remain competitive in the global tourism market (Mohammed Hamdi, Shaaban Ba'tish, 2012, p. 6)

4- E-Marketing Tools for Desert Tourism

Various e-marketing tools have been employed to promote domestic desert tourism and raise public awareness about its appeal. Based on experience and observation, some of the most effective tools include:

✓ **Paid Advertising:** Social media platforms such as Facebook, Instagram, and Twitter allow users to run targeted paid advertisements. These ads are directed toward specific audience segments, helping to enhance awareness of domestic desert tourism.

✓ **Sponsored Content:** One of the key features of social media platforms is the ability to promote high-quality content, such as videos and images, through paid promotions. This approach significantly contributes to increasing awareness and interest in desert regions as travel destinations.

✓ **Challenges and Contests:** Many tourism pages launch advertising campaigns that encourage participation in contests where winners receive a free trip to a desert destination. Such initiatives boost engagement and motivation, making audiences more eager to visit desert locations.

✓ **Use of Hashtags and Keywords:** Leveraging hash tags and strategic keywords helps increase the visibility and reach of desert tourism content across social media platforms.

✓ **Influencer Marketing:** Collaborating with influencers during peak desert tourism seasons has played a major role in attracting a larger audience. The strong engagement and interaction with influencer-generated posts and videos demonstrate the impact of influencer marketing in boosting interest in desert tourism.

5- Applied Framework

5-1. Study Methodology and Data Collection Methods

Given the nature of the study and its objectives, the research adopted a descriptive-analytical approach to examine the phenomenon under investigation: "The reliance of local tourists on e-marketing in selecting a tourism destination in the Algerian desert in Tamanrasset city." This approach was used to analyze and interpret the collected data.

Regarding data collection tools, the study relied on a questionnaire as the primary method for gathering information. The questionnaire was designed using , then distributed via social media pages and email. It consisted of a set of structured questions aimed at gathering insights from the target audience.

5-2. Research Population

The research population consists of local tourists who actively use the internet who visited the Tamanrasset city, particularly social media platforms and email, to explore and plan their tourism experiences.

5-3. Statistical methods used in the study:

In order to analyze the study questionnaire and obtain results that explain the phenomenon under investigation, the Statistical Package for the Social Sciences (SPSS) was used, The questionnaire data were coded and entered into the program, after which the following procedures were carried out:

- Cronbach's Alpha
- Characteristics of the Research Sample Members
- Means and Standard Deviations for Measuring the Use of Digital Marketing in Determining Tourist Destinations.
- Measuring the Support for Desert Tourism in Tamanrasset city Through Digital Marketing
- Results of the First Hypothesis Test
- Results of the Second Hypothesis Test

5-4. Research Sample

We selected the research sample from the study population, which was defined as a group of tourists from Eastern Algeria who visited the Tamanrasset city . The questionnaires were distributed to them, and the final research sample that was analyzed consisted of (132) tourists. Table (01) shows the characteristics of the research sample members.

Table (01): Characteristics of the Research Sample Members

		frequency	percentage
Sex	Male	66	50%
	Female	66	%50
Educational level	Secondary or less	11	8.3%
	University	85	64.4%
	Postgraduate studies	36	27.3%
	Less than 20 years	6	4.5%
	From 20 to 39 years	106	80.3%
	From 40 to 60 years	19	14.4%
	More than 60 years	1	0.8%
Occupation	Student	48	36.4%
	Employee	49	37.1%
	Self-employed	13	9.8%
	Retired	2	1.5%
	Other	20	15.2%
Income	Less than 20.000 DZD	62	47.0%
	From 20.000 DZD to 40.000 DZD	21	15.9%
	From 40.000 DZD to 60.000 DZD	25	18.9%

	More than 60.000 DZD	24	18.2%
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Source: Prepared by the researchers based on SPSS results

Table (01) shows the characteristics of the questionnaire participants and how these characteristics may influence the obtained results. The findings were as follows:

Sex: The distribution was 50% male and 50% female, indicating a balanced sample, meaning the results are not biased toward a specific gender. The sample size of 132 (66 males and 66 females) is highly appropriate.

Educational Level: 64.4% were university graduates, while 27.3% held postgraduate degrees. Most participants were highly educated, suggesting they may be more accustomed to using technology.

Age: 80.3% were between 20-39 years old, indicating a young sample, which aligns with an age group that is active in using the internet and modern technologies.

Occupation: 36.4% were students, and 37.1% were employees. This suggests potential differences in tourism search habits between students (limited budgets) and employees (higher income)

Income: 47% earned less than 20,000 Algerian dinars, which may affect tourism choices (e.g., reliance on low-cost offers).

5-5. Statistical Methods Used in the Study

To achieve the study objectives and analyze the questionnaire, SPSS was used for data processing and obtaining results. Several statistical tests were applied to answer the research questions and hypotheses, including the following procedures:

Reliability coefficient for each study dimension (Cronbach's Alpha) to assess the internal consistency of the questionnaire items

Frequency and percentage calculations to determine personal characteristics.

Mean and standard deviation calculations to measure the average responses of participants to the questionnaire items.

Standard deviation calculations to measure the dispersion of responses.

Regression coefficient calculation to examine the effect of the independent variable on the dependent variable and study the relationship between them

6- Research Findings:

After collecting and statistically processing the data using the Statistical Package for the Social Sciences (SPSS), the following results were obtained:

6-1. Cronbach's Alpha Test for the Questionnaire:

Table (02): Cronbach's Alpha Test for the Questionnaire

Number	Number of paragraphs	Themes	Cronbach's Alpha Value
01	08	The extent of using digital marketing in determining tourist destinations	0.78
02	09	Promoting desert tourism in Tamanrasset city through digital marketing	0.83
		The questionnaire as whole	0.87

Source: Prepared by the researchers based on SPSS results

The table shows that both dimensions of the questionnaire have good to excellent reliability (0.78 and 0.83, respectively), indicating that the questionnaire is well-designed to measure the two targeted dimensions. Additionally, the overall Cronbach's Alpha for the questionnaire was 0.87, which is statistically acceptable, confirming the consistency and reliability of the sample's responses.

6-2. Measuring the Use of Digital Marketing in Determining Tourist

Destinations:

Table (03): Means and Standard Deviations for Measuring the Use of Digital Marketing in Determining Tourist Destinations

Sequ ce	Item	Mean	Standard Deviation
01	I rely on search engines like Google, Google Chrome, etc., to search for a tourist destination	1.88	0.77
02	I browse websites to search for tourist services	1.83	0.73
03	I use websites to gather information about tourist areas	1.75	0.83
04	I communicate via email with hotels and travel agencies to learn about their service prices	2.35	1.1
05	I pay for hotel reservations through electronic payment methods	2.72	1.2
06	I follow YouTube channels to learn about tourist sites and their features	1.69	1.13
07	I watch content related to tourism and travel programs	1.81	0.71
08	I use social media platforms (Facebook, Instagram, Twitter, etc.) to search for tourist services in different places	1.66	0.75
The total score for measuring the extent of using digital marketing in determining tourist destinations		1.96	0.84

Source: Prepared by the researchers based on SPSS results

The table reveals that the overall mean score for the use of digital marketing in selecting tourist destinations was 1.96, indicating a high level of agreement among participants. The standard deviation was 0.84, reflecting consistency in responses.

Additionally, most responses ranged between 1.66 and 2.72 for the following items:

" I use social media platforms (Facebook, Instagram, Twitter, etc.) to search for tourism services in different locations".

" I pay for hotel bookings through electronic payment methods".

This suggests a moderately positive trend toward using digital technology in selecting tourist destinations.

6-3. Measuring the Support for Desert Tourism in Tamanrasset city Through

Digital Marketing:

Table (04): Means and Standard Deviations for Measuring the Support for Desert Tourism Through Digital Marketing

Sequence	Item	Mean	Standard Deviation
01	Search engines contain abundant information related to desert tourist destinations in Tamanrasset city	2.05	0.94
02	Search engines provide us with information quickly and accurately in Tamanrasset city	2.08	0.90
03	Using websites allows for cost reduction and access to desert tourism institutions in Tamanrasset city at lower prices	2.11	0.97
04	The price of reservations through electronic payment methods is lower compared to cash payments	2.61	1.01

05	Emails are responded to quickly by hotel institutions and travel agencies	2.60	1.13
06	Photos and videos play a significant role in promoting desert tourism offers in Tamanrasset city	1.18	0.69
07	Social media platforms help in finding a good desert tourist destination in Tamanrasset city	1.67	0.82
08	Social media platforms provide us with exceptional and high-quality hotel services	2.13	0.93
09	Digital marketing fulfills the desires of tourists searching for desert tourist destinations	1.89	0.85
The total score for Measuring the Support for Desert Tourism in Tamanrasset city Through Digital Marketing		2.03	0.91

Source: Prepared by the researchers based on SPSS results

The table shows that the overall mean score for the role of digital marketing in supporting desert tourism in Tamanrasset city was 2.03, indicating a good level of agreement among participants. The standard deviation was 0.91, demonstrating response consistency.

Most responses ranged between 1.18 and 2.61 for the following items:

" Photos and videos play a significant role in promoting desert tourism in Tamanrasset city offers".

" Prices for bookings via electronic payment methods are lower compared to cash payments".

This confirms that digital marketing contributes to supporting desert tourism.

6-4. Testing the First Hypothesis:

H₀: There are no digital marketing practices in selecting tourist destinations.

H₁: There are digital marketing practices in selecting tourist destinations.

Table (05): Results of the First Hypothesis Test

Results of the selection for the First Hypothesis								
	Number of Individuals	DDL	Mean	Standard Deviation	Tabulated T-Value	Calculated T-Value	Significance Level (SIG)	Decision
First Hypothesis	132	132	1.96	0.84	1.721	14.868	0.000	Accept the Alternative Hypothesis

Source: Prepared by the researchers based on SPSS results

The table shows that the significance level (Sig.) is 0.000, which is less than 0.05. Therefore, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁). This confirms that digital marketing practices influence the selection of tourist destinations through:

- Search engines and websites for researching destinations.
- Viewing tourism-related content.
- Following social media pages (Facebook, Instagram, etc.) to explore tourist sites and travel agency services.

6-5. Testing the Second Hypothesis:

H₀: Digital marketing does not contribute to supporting desert tourism in Tamanrasset city.

H₁: Digital marketing plays a role in supporting domestic desert tourism Tamanrasset city.

Table (06): Results of the Second Hypothesis Test

	Results of the selection for the Second Hypothesis							
	Number of Individual s	DDL	Mean	Standard Deviation	Tabula ted T- Value	Calcul ated T- Value	Significa nce Level (SIG)	Decision
Second Hypothesi s	132	132	2.03	0.91	1.931	15.740	0.000	Accept the Alternative Hypothesis

Source: Prepared by the researchers based on SPSS results.

The significance level (Sig.) is 0.000, which is less than 0.05. Thus, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This confirms that digital marketing effectively supports desert tourism in Tamanrasset city through:

Quick responses to emails from hotels and travel agencies.

Reliance on online booking systems for desert tourism sites in Tamanrasset city.

7- Conclusion:

This analysis reveals a fundamental shift in tourist behavior toward technology reliance, though with varying evaluations of different digital tools.

The results confirm the dominance of search engines and social media while highlighting the need to reassess the role of visual content in influencing tourism decisions. These findings provide a strong foundation for tourism policymakers to enhance their digital strategies.

Regarding the study hypotheses, the results demonstrated a statistically significant relationship between digital tourism marketing and the selection of domestic desert tourism in Tamanrasset city destinations .

Recommendations:

Based on the findings of this study, the following recommendations are proposed:

- **Strengthening Digital Presence:**
Tourism establishments and travel agencies should enhance their online visibility by optimizing their presence on search engines and specialized tourism platforms. This includes adopting search engine optimization (SEO) techniques and maintaining updated and user-friendly websites.
- **Improving Visual Content Quality:**
Greater emphasis should be placed on producing high-quality visual content, including professional photos and engaging videos, to better showcase tourism destinations. Additionally, the advantages of online booking systems should be clearly communicated to increase tourists' trust and engagement.
- **Adoption of E-Marketing Strategies:**
Hotels, resorts, and tourism service providers are encouraged to adopt comprehensive e-marketing strategies, including social media marketing, email marketing, and digital advertising, in order to effectively promote their services and reach a wider audience.
 - **Supporting Digital Transformation in Tourism:**
Policymakers and stakeholders in Algeria's tourism sector should support and invest in digital marketing initiatives to strengthen both existing and emerging tourism markets. This will contribute to enhancing competitiveness and stimulating sustainable tourism growth.
 - **Encouraging Further Research:**
Future studies should adopt qualitative approaches to better understand the underlying reasons behind the limited impact of visual content on tourists' decisions, particularly in the context of domestic desert tourism.

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